

## Spin Consulting Service Offering

**Public Relations** - Driving PR and Media Relations Campaigns to build strong visibility for the brand across media relations, speaking opportunities, trade shows and industry spokesperson opportunities, in the media. In addition, using PR & MarComms to leverage campus recruitment initiatives. Liaison services with apex industry bodies like CII, FICCI, NASSCOM, ASSOCHAM, etc.

**Alliance Management & Cross Marketing** - Creating and marketing productive partnerships and alliances with various partners across platforms, technologies, middleware, and other vendors and evolving cross marketing strategies with ISVs spanning conceptualization and execution of road shows and domain specific solution seminars, etc.

**Advertising** - Evolving and implementing branding strategy across traditional, on-line and outdoor media advertising within tight revenue fee models and finite deadlines.

**Investor Relations** - Act as a single point facilitator for all Investor Relations activities. Briefing existing and potential investors on various parameters and handling investor queries and arranging Analyst Meets quarter-to-quarter. Liaising with external legal counsel and CFO for related communication activities.

**Website Domain & Content Management** - Web content creation and management (hosting / services provider liaison). Managing integration activities for the website across cross-departmental teams of content providers and internal customers.

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**Internal Communication** - Managing the implementation of internal communication campaigns and programs as a support to the HR Department. Assisting in conceptualizing and rolling out of internal branding collateral generation and employee motivation program. Supported functions to include company offsite, inductions, campus recruitment and training programs etc.

**Community Affairs Programs** – Creating and managing community affairs programs to uphold company image and increase brand recognition as a responsible corporate. Conceptualize and manage community-focused events and programs including corporate sponsorship programs that generate positive visibility for the organization.

**MarComms Collateral Development / Execution** - Supporting and driving corporate sales & marketing and product launches for different business units by developing MarComms Collateral across sales & marketing kits, company presentations, corporate affairs, public relations, advertising, trade shows, and content on the Internet and Intranet. Services include creative, writing, audiovisuals and corporate film execution, etc.